

**Minutes from the
East Downtown Council Board of Directors Meeting
Thursday, May 10, 2012
First Covenant Church, 2nd Floor Lounge, 810 South 7th Street**

Present: Brian Maupin, Dan Collison, Susan Braun, John Campobasso, Tom Hayes, Jim Norkosky, Jan Olsen, Carletta Sweet, Bert Winkel, Varun Kharbanda, Lynn Regnier, Paul Mellblom, Carl Runck
Absent: Tim Tucker & Jeff Anderson

Call to Order

President Jim Norkosky called the meeting to order at 12:00 p.m.

Welcome & Introductions

- Returning and new Board of Directors made introductions.

Consideration of agenda

- Approved as amended.

Consideration of April 12, 2012 Board Meeting Minutes

Corrections made by Carletta Sweet:

- In the past month, Dan met with Board of Directors prospects:
- Dan suggested a videographer tenant at First Covenant Church, Jeff brought up the Vikings video crew and Brian brought up leveraging educational institutions that may have course projects that could align with a video project.
- Changed Councilwoman to Councilmember
- Susan requested that the board consider moving the Forum to be on a different day to allow for attendance at the Downtown Council board meeting.
- Jeff generously offered free tickets to the Vikings Draft Party.
- Approved as amended (CS/JC).

Conflict of Interest Policy – Jim

- Jim Norkosky introduced the Conflict of Interest document that was approved by the Board of Directors via e-mail prior to the May 10 meeting.
- Susan Braun moved that the board print, sign and date the Conflict of Interest document. Jan Olsen seconded.
- Carletta pointed out that the word draft was still on the version that Jim printed. It was decided that Jim would update the document and send the updated version to be signed by the June 14 meeting.

Treasurer's Report – Brian Maupin

- Brian reviewed the April 2012 Treasurer's Report:
 - Started April with a balance of \$25,399.15
 - Two deposits: MetroKids and Block by Block memberships (\$315) and Minneapolis Downtown Council and Block by Block (\$860)
 - Three expenses totaling \$2,417.20
 - Ending balance of \$24,156.95
 - Move to receive and file (TH/JC).

Membership Report – Dan Collison

- Dan will be meeting with the Marketing committee on May 17 and with Janelle to coordinate the membership drive.

- Dan reminded new Board of Directors that memberships are renewed by September and are valid through the following September. Dan pointed out the affordability of EDC membership and talked about past membership drives in which EDC Board of Directors make phone calls to specific organizations.
- Dan has a goal of increasing 2012-2013 EDC memberships by 20% including retaining current members.
- Susan asked for a description of our new member Block by Block. John Campobosso is on the Downtown Improvement District Board and explained that Block by Block is the sub-contractor for DID and employs the Ambassadors.
- Dan stated a goal of gaining 30 new members over the April 2012 member total.
- Jim reminded everyone that Barsuhn, an in-kind EDC member, has updated the EDC brand including the brochure. Brian suggested that the brochure be updated to reflect the new stadium being a part of the EDC district.
- Dan and Janelle will provide a list of all potential members and Dan invited the Board to provide him with other names.

Business Forum Planning Report – Janelle

- Motion to approve the April 2012 Forum recap for posting on website after Janelle changes Jim’s announcement about the BAAP grant from \$4,500 to \$4,200 (CS/BM).
- Jim would like to have the East Downtown Council back to Thrivent Financial after the renovation is complete.
- Janelle has been working with Jeff Anderson on the May 24 Stadium update at the Metrodome Grid Iron Club. Vikings will be covering the \$192 cleaning fee. Jim was concerned about the size of the Grid Iron Club for our luncheon. Janelle said that the Event Coordinator for the Metrodome said it could accommodate 75 people. Susan asked that future invitations highlight pedestrian/biking/LRT instructions.
- Janelle suggested that for future luncheons that a Board member partner with her for each luncheon so that she has a planning partner. Suggested that someone on the board make the initial contact with presenters.
- Janelle informed the board that Max Musicant has been providing her with stadium and Marquette Plaza updates.
- Dan mentioned the 2025 plan and that he applied on the EDC’s behalf to be on the 2025 sub-committee “Forging Connections with the University of Minnesota”. Carl Runk has also applied to be on the same sub-committee.
- Janelle and Dan are working on securing a presenter about the 2025 Plan for the June 28 luncheon. Susan suggested that we contact Sarah Harris. John Campobasso offered to contact Sarah.
- Janelle reported that the papers she passed around at the April Annual Meeting inviting forum topic suggestions did not yield results. She reminded Board members that as they have ideas for topics to let Janelle know. Ideas for next year: American Academy of Neurology, Elliot Park walk guided by David Fields, Sustainability at Thrivent, and traffic updates.

BAAP Update – Jim/Janelle

- Provided the Board of Directors with a copy of the BAAP letter with the notes Judy Moses made on the BAAP application budget. Janelle is following up with Judy to discuss the revised budget that reflects \$4,200. She will also ask Judy what is expected from EDC to show how our expenses align with the BAAP budget.
- Janelle will contact Brian Maupin after she talks with Judy Moses.

Façade Improvement Report – Janelle

- No new applications.
- Janelle asked the Board how much energy they want to go towards the Façade Improvement Grant because there may not be many applications unless specific organizations are invited. Susan pointed out that the boundaries are based on Great Streets designations and doubts that the EDC can choose to expand. The Board asked Janelle to find out if there is flexibility in the properties that can apply.
- Bert Winkel asked about the region covered by the grant. Brian asked if there is possibility to extend the grant after the September 1, 2012 deadline.

- Lynn Regnier has encouraged Band Box to apply for the Façade Improvement Grant.
- Jim asked that a reminder be sent to all properties that are eligible via e-mail.

Marketing Committee Report – Tom

- The Marketing Committee has not met since the last board meeting but will be meeting on Thursday May 17 at First Covenant Church. The group is fairly new but did coordinate a media contest last year. Will focus on the membership drive and also attracting investors to the neighborhood. Tom invited all new Board of Directors to join the marketing committee.

Neighborhood Updates

- DMNA - Carletta
 - Carletta e-mailed her DMNA update, which can be accessed [here \(PDF\)](#).
- EPNI – Susan/Lynne
Hospital History Project
 - *Elliot Park: A Neighborhood Caring for Its Community - A History of Elliot Park's Healthcare and Social Services* is available to [download as a PDF](#). David Fields is incorporating that information into the walk he will be giving on [August 25](#). He will be able to do this walk for EDC in September.

GIS Mapping

- This project will help fill the gaps of the types of housing that are missing from the Elliot Park neighborhood.

Building, Land-use and Housing (BLUH) Meeting on May 17

Topics:

- Soccer Field at Elliot Park: Proposed Collaboration Between Minneapolis Park & Recreation Board and North Central University
- Transit Issues in Elliot Park and Downtown Neighborhoods: A Community Discussion with Metro Transit Staff
- Madison School Apartments and Townhomes: Rehabilitation Proposal

EPNI Annual Meeting

- Monday, May 14 at Elliot Park Recreation Center at 5:30 PM with Mayor RT Rybak and Lisa Goodman as presenters. EPNI will also be honoring Susan Braun as she leaves EPNI as of the end of June. Lynne invited all to attend.
- June 12 from 4 PM – 5:30 PM there will be a going away party for Susan at EPNI offices.

Livability Task Force

- Concern about people congregating by Catholic Charities. Because of the Livability Task Force, there was a collaboration of Old Town/In Town a residential Co-op, Aeon, Catholic Charities, and the grocery store on Chicago Ave between 16th and 17th to hire private security. While there has been a positive outcome for the area around Catholic Charities, there has been an increase in activity around House of Charity.
- Susan Braun encouraged all EDC organizations to participate in the Livability Task Force.

Fall 2012/Winter 2013 Meeting Schedule

- To encourage members of both the Downtown Minneapolis Council and the East Downtown Council to participate in each other's events, it has been proposed to move EDC meetings.
- Dan moved that the EDC Board meetings be scheduled on the first Thursday of the month and the EDC Forum Luncheons on the third Thursdays of the month starting in September. Carletta seconded the motion. All approved.
- Janelle will send an updated list of dates for September 2012 – April 2013.

Stadium Design Committee

- Jim wanted to follow-up on Lisa Goodman's suggestion that the EDC be involved in the design of the stadium. Susan Braun suggested that EDC partner with EPNI because they have established relationships and processes through their BLUH task force.
- Paul Mellblom said that he liked that idea because of creating a larger group of organizations and individuals will create a louder voice.
- Susan suggested that the EDC Board continue this discussion in June to figure out the nature of the partnership between EDC, EPNI and DMNA.
- Jim requested 30 minutes on the June agenda to discuss the stadium design committee.

Adjournment

The meeting adjourned at 1:30 p.m.